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PLAYERS LIGHTS 25's

5 free in every pack.

BINGO!

Kings & 100's
Regular and Menthol

PLAYERS
Select Blend Kings
Lights
25's

25 of the finest
for the price of 20.

PLAYERS 25's
Lights

FIREPOWER

Why's suggested pricing based on full-price brands.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Each 10 mg "tar," 0.9 mg nicotine—
100's, 12 mg "tar," 0.9 mg nicotine
av. per cigarette by FTC method.

